GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2651
ANSWERED ON:07.03.2003
MARKET ACCESS INITIATIVE SCHEME
RAMESH CHENNITHALA

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether Market Access initiative Scheme has been introduced to boost the exports;

(b) if so, the details thereof;

(c) whether any possible benefit has been noticed after the introduction of the scheme; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) Yes Sir.

(b). Market Access Initiative Scheme was introduced in the last year of the 9th Plan (2001-02) to support the Export Promotional Councils / Trade Promotion Organizations for undertaking marketing promotional efforts abroad on country-product focus approach basis. The Scheme provides for financial assistance for in-depth market studies/survey of the potential markets through leading marketing consultants, display of selected products in identified centers in focus countries by setting up of showrooms, warehousing facility and display counters in international department stores, intensive and sustained publicity campaigns in focus markets by engaging top advertising agents, promotion of branded products, quality upgradation & product development to meet the specific requirements of the target markets. State Governments would also be assisted in carrying out export potential surveys of their states to plan strategies for promotion of exports from the states.

(c) & (d) As the Market Access Initiative Scheme is designed and implemented as a developmental scheme, it is difficult to quantify its benefits in financial terms. However, it is expected that the Market Access Initiative Scheme shall significantly contribute to the ongoing efforts for enhancing access of Indian exports into global markets.